

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 10491 130820Z

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W

-----032362 130838Z /10

R 130753Z JUL 77

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9336

UNCLAS TOKYO 10491

FOR OIM/MRD (MR. WHELAN)

E.O. 11652:N/A

TAGS: BBSR, JA

SUBJECT: SECTORAL SURVEY OF JAPAN

1. OF THE FIVE FIRMS INVITED TO BID FOR SUBJECT SURVEY, TWO FIRMS DECLINED - DODWELL MARKETING CONSULTANTS, BECAUSE OF ITS WORKLOAD; AND PEAT, MARWICK, MICHELL & CO., BECAUSE OF COMMERCE'S BUDGET LEVEL. THREE BID PROPOSALS WERE TRANSMITTED TO OIM JULY 5. SUMMARY FOLLOWS:

A) A.T. KEARNEY INTERNATIONAL, INC.

1) COST: YEN 13,400,000 (\$51,539) (EXCHANGE RATE: US\$1 EQUALS YEN 260)

2) NO. OF SELECTED INDUSTRIES: 9

3) NO. OF INTERVIEWS: 350

B) PACIFIC PROJECTS, LTD.

1) COST: YEN 13,000,000 (\$50,000)

2) NO. OF SELECTED INDUSTRIES: 8

3) NO. OF INTERVIEWS: 185-200

C) MITSUBISHI CHASE MANHATTAN CONSULTING CO., LTD.

1) COST: YEN 13,350,000 (\$51,346)

2) NO. OF SELECTED INDUSTRIES: 5

3) NO. OF INTERVIEWS: 280

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2. REINFORCED WITH COOPERATION OF THEIR AFFILIATES AND SUB-CONTRACTORS, WE BELIEVE ALL THREE FIRMS POSSESS ADEQUATE WORK FORCE AS WELL AS EASY ACCESS TO RELEVANT INDUSTRY SOURCES. THEIR SELECTIONS OF INDUSTRIES FOR DETAILED MARKET PROFILES, WHICH ARE ALMOST IDENTICAL, SEEM GOOD. EMBASSY BELIEVES, HOWEVER, THAT KEARNEY IS STRONG 5 8, ;832 9* 04909 3\$,7.734 9* 8,534;832 , NUMBER OF

INDUSTRIES TO BE COVERED, EXPERIENCE IN DIRECTLY RELATED INDUSTRIES,
AND, PARTICULARLY, ITS IMPRESSIVELY WELL-WRITTEN BID FORMAT, E.G.,
OUTLINE OF TASKS (PAGES III-43 THRU 51).
MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 13-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770248-1132
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770760/aaaabzys.tel
Line Count: 66
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1870913
Secure: OPEN
Status: NATIVE
Subject: SECTORAL SURVEY OF JAPAN
TAGS: BBSR, JA
To: COM
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/b63ed76b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
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